



ATTORNEY'S DOCKET NO.
020748.0224PTUS

PATENT APPLICATION
Serial No. 09/922,348

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

For: SYSTEMS, METHODS AND COMPUTER PROGRAM PRODUCTS FOR
INTEGRATING ADVERTISING WITHIN WEB CONTENT

Mail Stop Amendment
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE

In response to the Final Office Action of May 12, 2006, please consider the following remarks. The following claims, which have not been amended, are reproduced below solely for the convenience of the Examiner.